



U.S. Army 2005 MWR Leisure Needs Survey Results

Area I - Dongducheon Korea

BRIEFING OUTLINE

Area I - Dongducheon

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area I - Dongducheon

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area I - Dongducheon

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,302 surveys were distributed at Area I - Dongducheon



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area I - Dongducheon

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area I - Dongducheon

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area I - Dongducheon:					
Active Duty	9,925	1,232	115	9.33%	±9.09%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	85	70	32	45.71%	±13.68%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	10,010	1,302	147	11.29%	±8.02%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

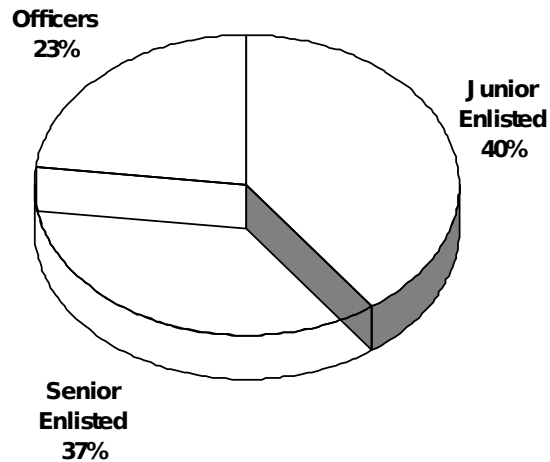
PATRON SAMPLE*

Area I - Dongducheon

RESPONDENT POPULATION SEGMENTS

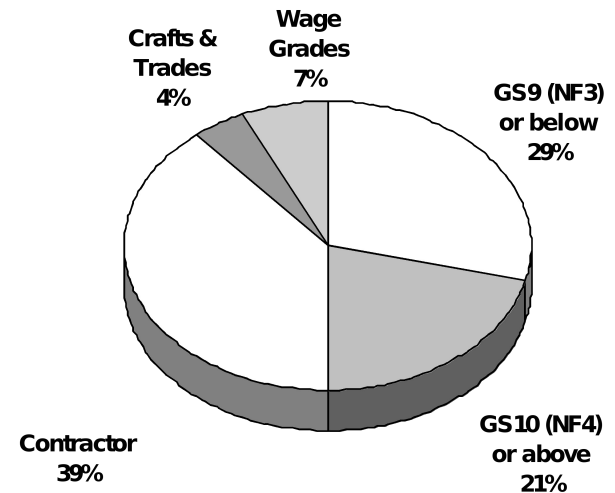
ACTIVE DUTY

(n = 100)



CIVILIANS

(n = 28)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area I - Dongducheon

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA I - DONGDUCHEON

Area I - Dongducheon

MOST FREQUENTLY USED FACILITIES

Swimming Pool	50%
Bowling Food & Beverage	49%
Athletic Fields	47%
Golf Course Food & Beverage	40%
Post Picnic Area	29%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	9%
Car Wash	10%
Arts & Crafts Center	12%
Golf Course Pro Shop	20%
Multipurpose Sports/Tennis Courts	26%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA I - DONGDUCHEON*

Area I - Dongducheon

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Pro Shop	4.37
Army Lodging	4.20
Swimming Pool	4.10
ITR - Commercial Travel Agency	4.10
Golf Course Pro Shop	4.05

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Golf Course Food & Beverage	3.38
Post Picnic Area	3.61
Athletic Fields	3.66
Multipurpose Sports/Tennis Courts	3.67
Arts & Crafts Center	3.75

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA I - DONGDUCHEON*

Area I - Dongducheon

FACILITIES WITH HIGHEST QUALITY RATINGS*

Army Lodging	4.15
Bowling Pro Shop	4.13
Swimming Pool	4.02
ITR - Commercial Travel Agency	3.95
BOSS	3.94

FACILITIES WITH LOWEST QUALITY RATINGS*

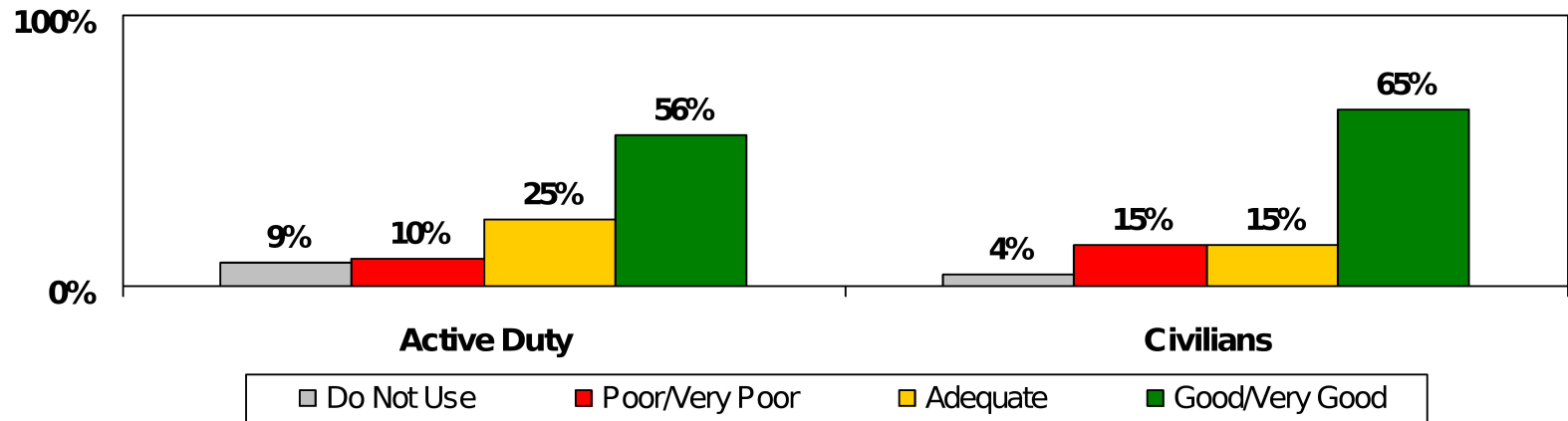
Post Picnic Area	3.36
Car Wash	3.43
Multipurpose Sports/Tennis Courts	3.48
Athletic Fields	3.51
Golf Course Food & Beverage	3.51

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

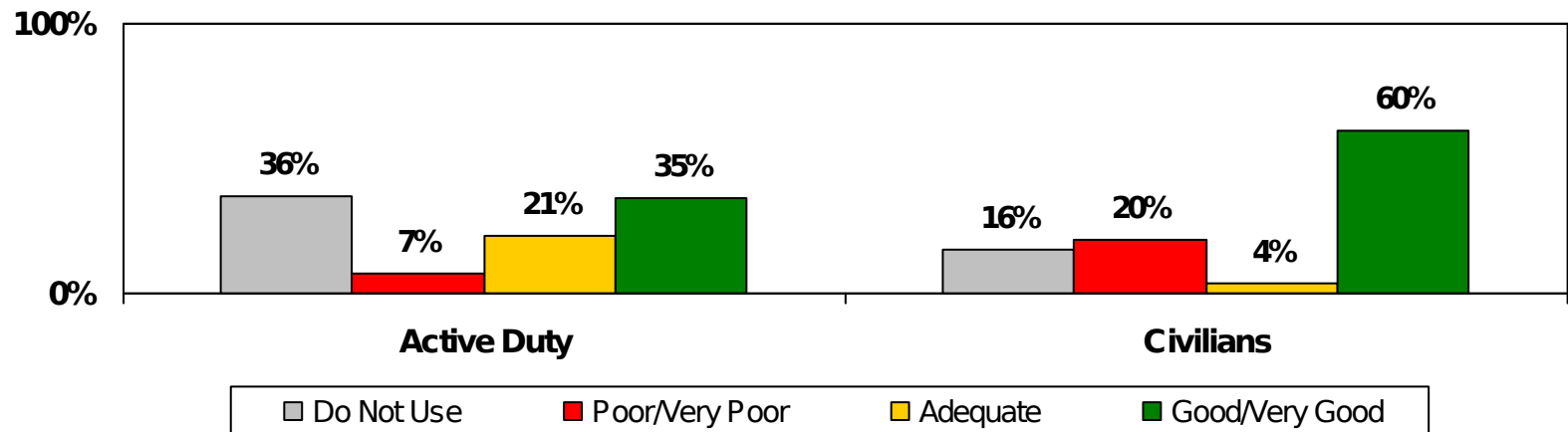
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area I - Dongducheon

Quality of On-Post Services



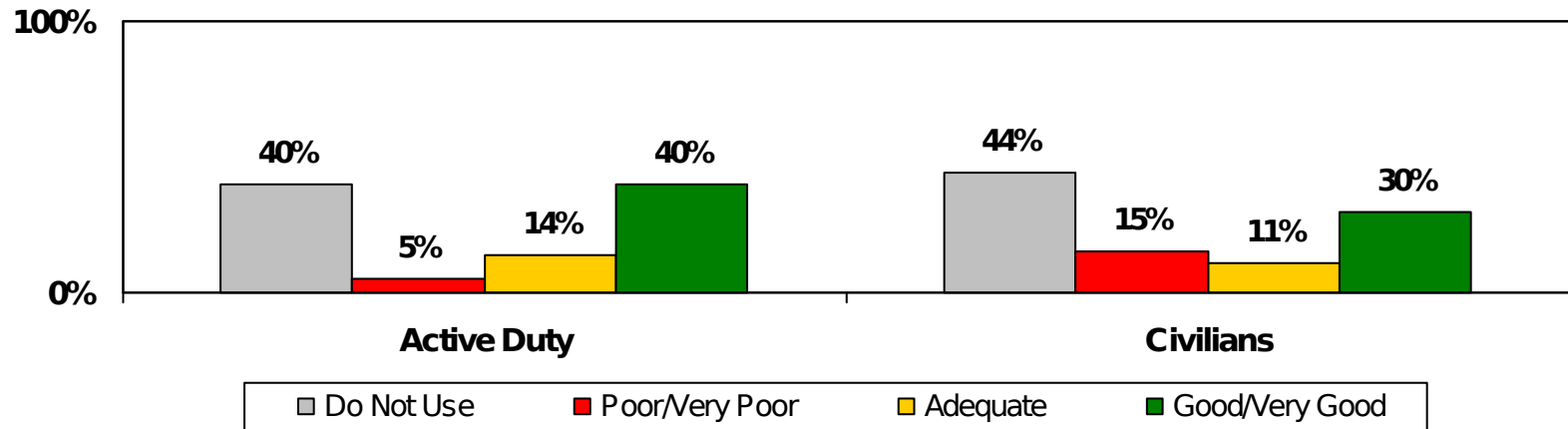
Quality of Off-Post Services



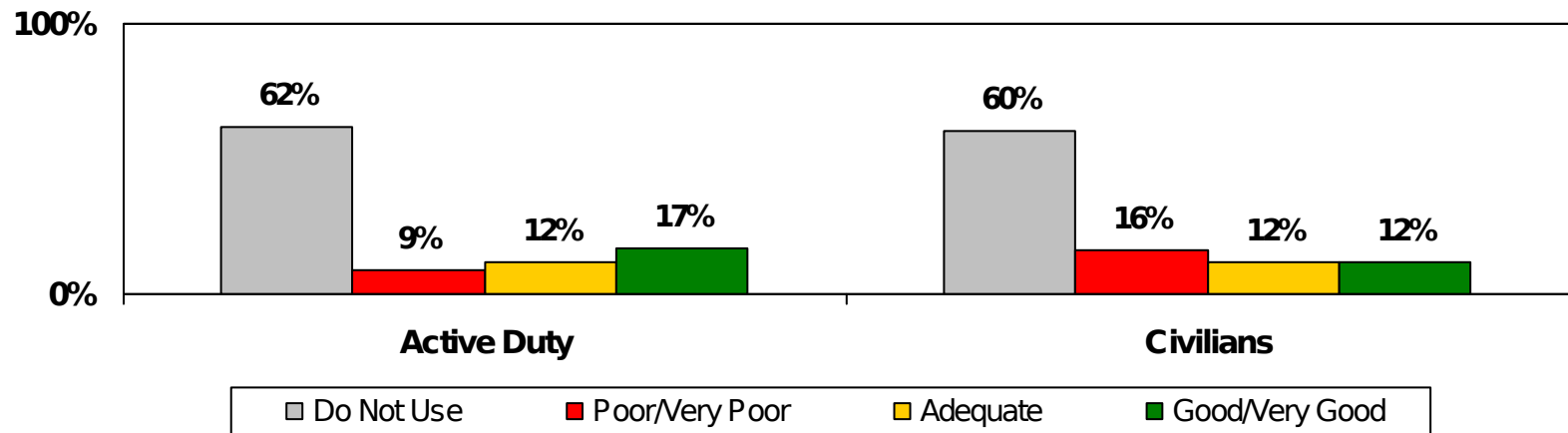
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area I - Dongducheon

Quality of On-Post Services



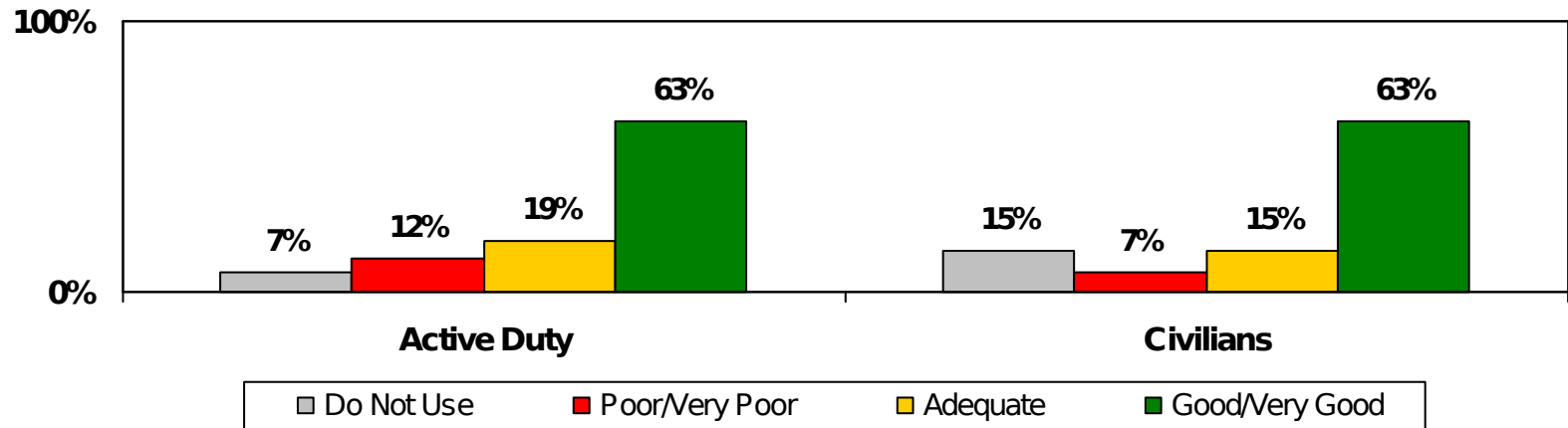
Quality of Off-Post Services



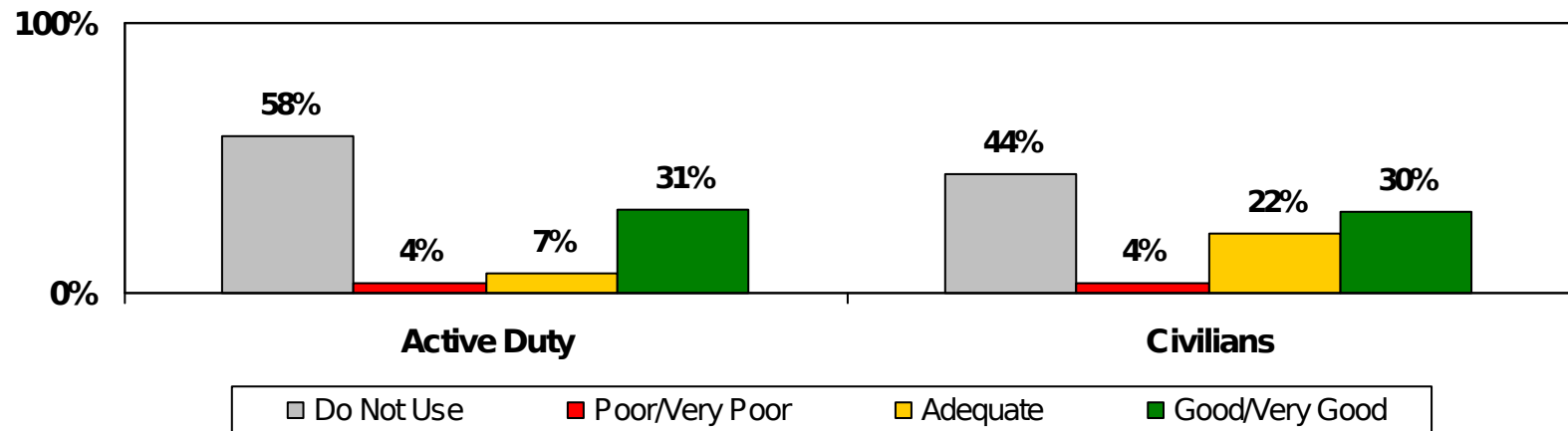
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area I - Dongducheon

Quality of On-Post Services

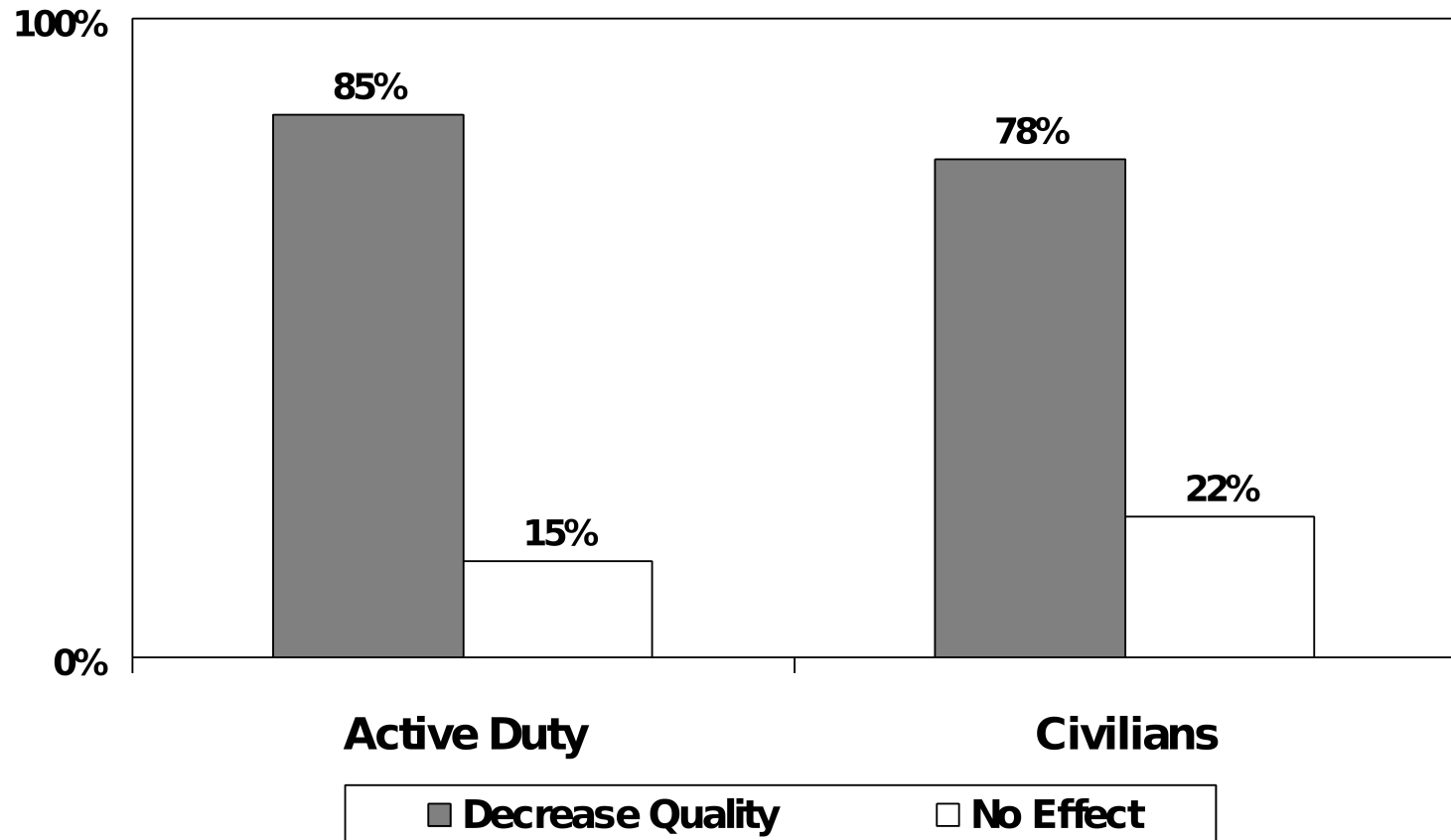


Quality of Off-Post Services



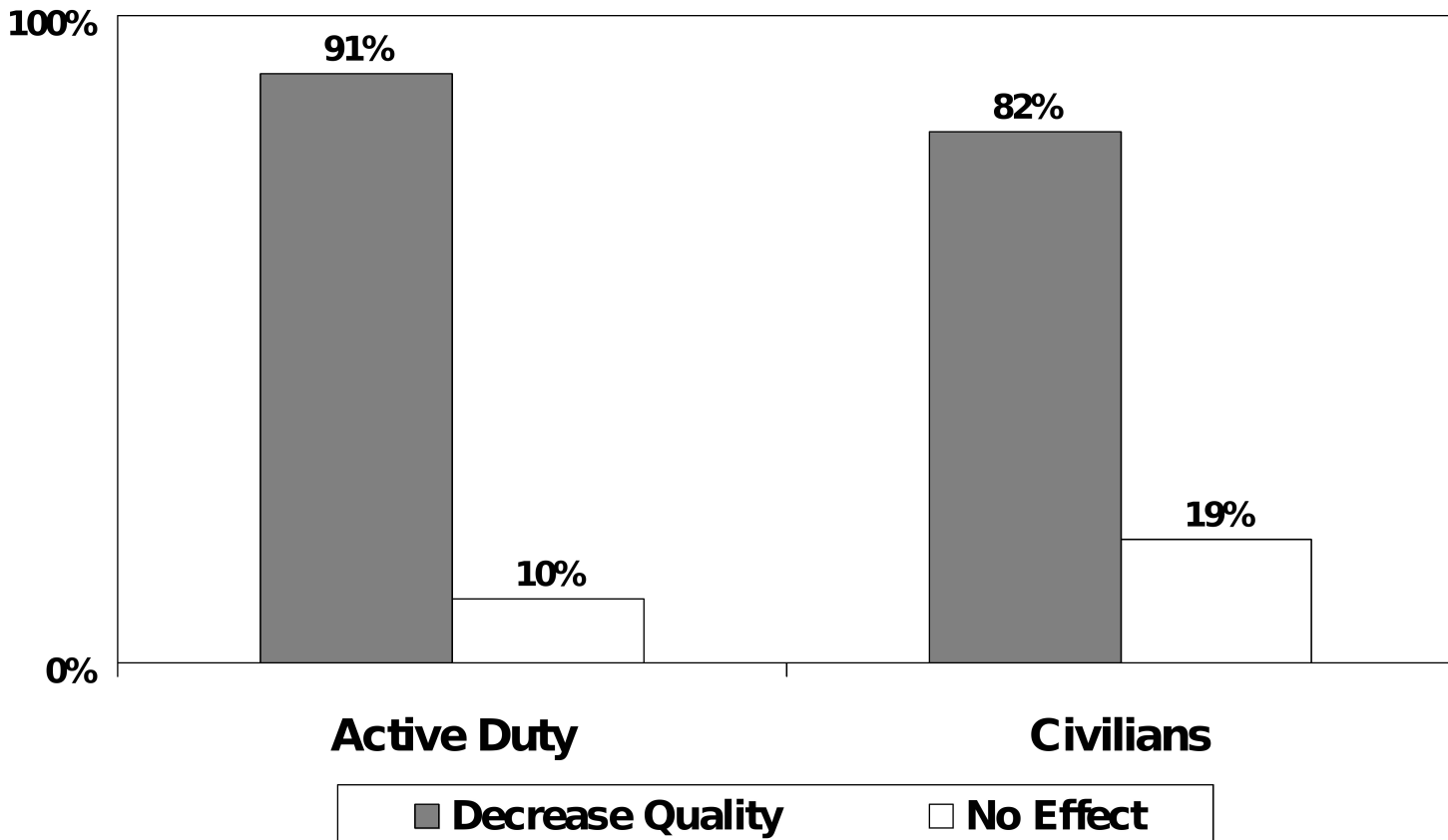
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Dongducheon



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Dongducheon



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area I - Dongducheon

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Army Lodging	67%
Library	66%
Swimming Pool	63%
BOSS	60%
Athletic Fields	57%
Clubs	43%

RV Park	81%
Car Wash	60%
Cabins & Campgrounds	59%
Golf Course Pro Shop	50%
Arts & Crafts Center	48%
Automotive Skills	43%
Golf Course Food & Beverage	37%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area I - Dongducheon

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	14%	7%	14%
E-mail	21%	22%	21%
Friends and neighbors	43%	48%	43%
Family Readiness Groups (FRGs)	2%	11%	2%
Bulletin boards on post	56%	56%	56%
Post newspaper	36%	30%	36%
MWR publications	42%	52%	42%
Radio	31%	37%	31%
Television	35%	41%	35%
My child(ren) let(s) me know	1%	4%	1%
Other unit members or co-workers	31%	44%	31%
Unit or post commander or supervisor	21%	15%	21%
Marquees/billboards	22%	41%	23%
Flyers	39%	74%	39%
Other	13%	0%	13%
I never hear anything	2%	4%	2%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area I - Dongducheon

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	86%
Better Opportunities for Single Soldiers	66%
Army Community Service	52%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area I - Dongducheon

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	47%	91%	9%
Outreach programs	39%	80%	20%
Family Readiness Groups	53%	94%	6%
Relocation Readiness Program	44%	89%	11%
Family Advocacy Program	46%	87%	13%
Crisis intervention	41%	74%	26%
Money management classes, budgeting assistance	53%	78%	22%
Financial counseling, including tax assistance	58%	85%	15%
Consumer information	32%	82%	18%
Employment Readiness Program	38%	80%	20%
Foster child care	19%	78%	22%
Exceptional Family Member Program	31%	75%	25%
Army Family Team Building	37%	94%	6%
Army Family Action Plan	30%	93%	7%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Dongducheon

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	63%
Personal job performance/readiness	55%
Unit cohesion and teamwork	55%
Unit readiness	60%
Relationship with my spouse	40%
Relationship with my children	42%
My family's adjustment to Army life	49%
Family preparedness for deployments	51%
Ability to manage my finances	42%
Feeling that I am part of the military community	51%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Dongducheon

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	86%
Helps minimize lost duty/work time due to lack of child care/youth services	86%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	71%
Allows me to work outside my home	83%
Allows me to work at home	80%
Offers me an employment opportunity within the CYS program	60%
Allows me/my spouse to better concentrate on my/our job(s)	71%
Provides positive growth and development opportunities for my children	86%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Dongducheon

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	59%
Unit cohesion and teamwork	63%
Unit readiness	59%
Ability to manage my finances	47%
Feeling that I am part of the military community	69%
Relationship with my children (single parents)	47%
My family's adjustment to Army life (single parents)	56%
Family preparedness for deployments (single parents)	53%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area I - Dongducheon

Top 10 Leisure Activities for All Respondents

Night clubs/lounges	69%
Internet access/applications (home)	54%
Entertaining guests at home	49%
Happy hour/social hour	49%
Internet access (library)	47%
Reading	47%
Dancing	46%
Multimedia (videos, DVDs, CDs)	44%
Reference/research services	40%
Study/self-development	35%

Top 5 for Active Duty

Night clubs/lounges	70%
Internet access/applications (home)	54%
Entertaining guests at home	49%
Happy hour/social hour	49%
Internet access (library)	48%

Top 5 for Civilians

Entertaining guests at home	71%
Internet access/applications (home)	64%
Happy hour/social hour	50%
Night clubs/lounges	43%
Computer games	43%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area I - Dongducheon

Team Sports

Softball	26%
Basketball	24%
Volleyball	21%
Touch/flag football	17%
Self-directed sports tournaments	16%

Outdoor Recreation

Bicycle riding/mountain biking	33%
Going to beaches/lakes	25%
Picnicking	23%
Camping/hiking/backpacking	20%
Fishing	10%

Social

Night clubs/lounges	69%
Entertaining guests at home	49%
Happy hour/social hour	49%
Dancing	46%
Specially arranged shopping trips	22%

Sports and Fitness

Weight/strength training	25%
Cardiovascular equipment	22%
Running/jogging	22%
Racquetball	21%
Bowling	20%

Entertainment

Billiards/game room/video arcades	32%
Watching TV, videotapes, and DVDs	28%
Attending sports events	28%
Going to movie theaters	25%
Live entertainment	22%

Special Interests

Internet access/applications (home)	54%
Digital photography	29%
Computer games	24%
Trips/touring	13%
Automotive detailing/washing	9%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area I - Dongducheon

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	47%	N/A	47%
Reading	47%	N/A	47%
Multimedia (videos, DVDs, CDs)	44%	N/A	44%
Reference/research services	40%	N/A	40%
Study/self-development	35%	N/A	35%
Entertaining guests at home	31%	18%	49%
Watching TV, videotapes, and DVDs	26%	2%	28%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

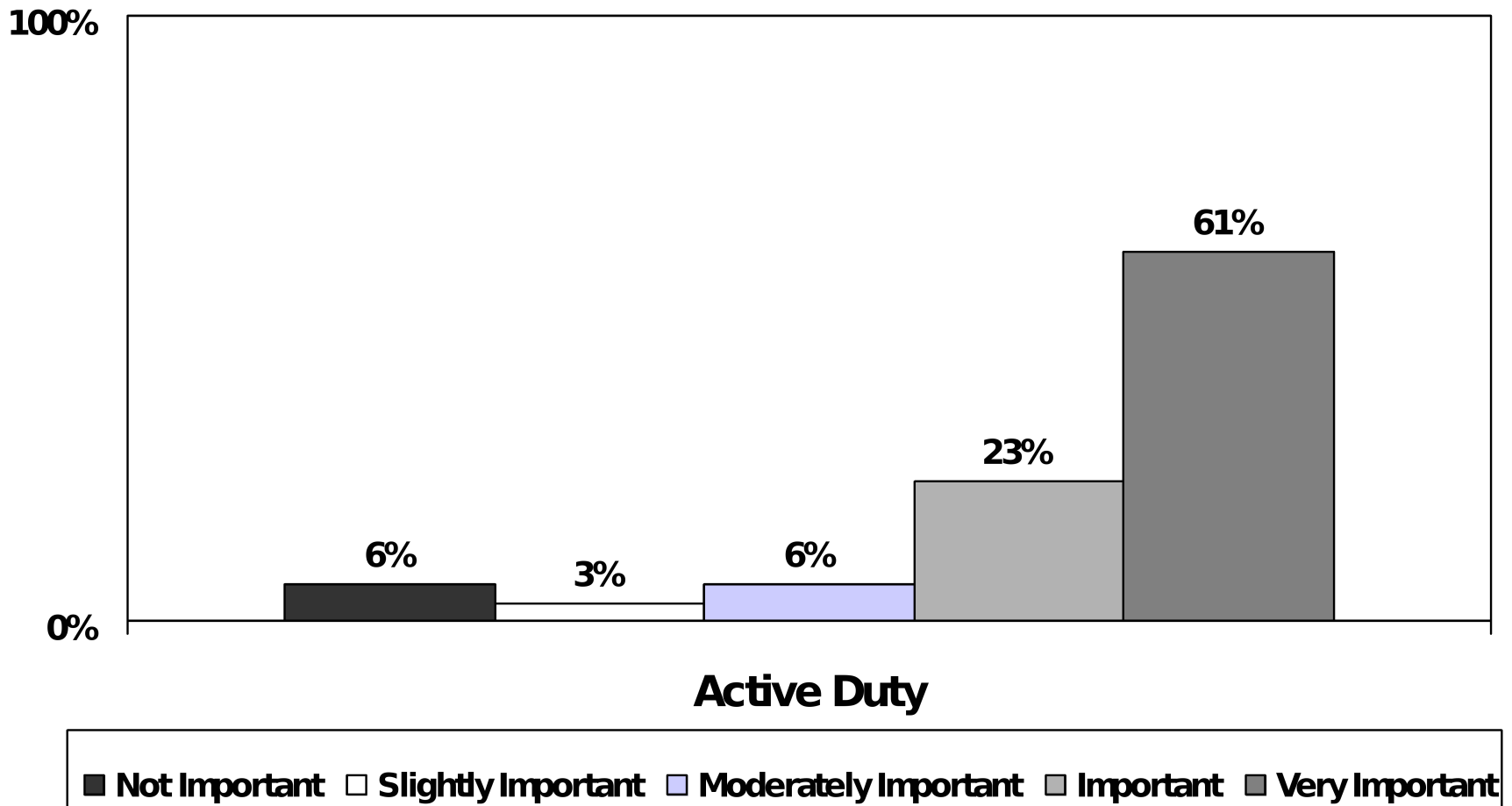
Area I - Dongducheon

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	24%	0%	30%	54%
Digital photography	8%	9%	13%	29%
Computer games	6%	0%	18%	24%
Trips/touring	7%	5%	0%	13%
Automotive detailing/washing	4%	1%	4%	9%
Automotive maintenance & repair	5%	3%	1%	9%
Photography/development	4%	1%	4%	9%

*Top 7 special interest activity preferences ranked by overall participation.

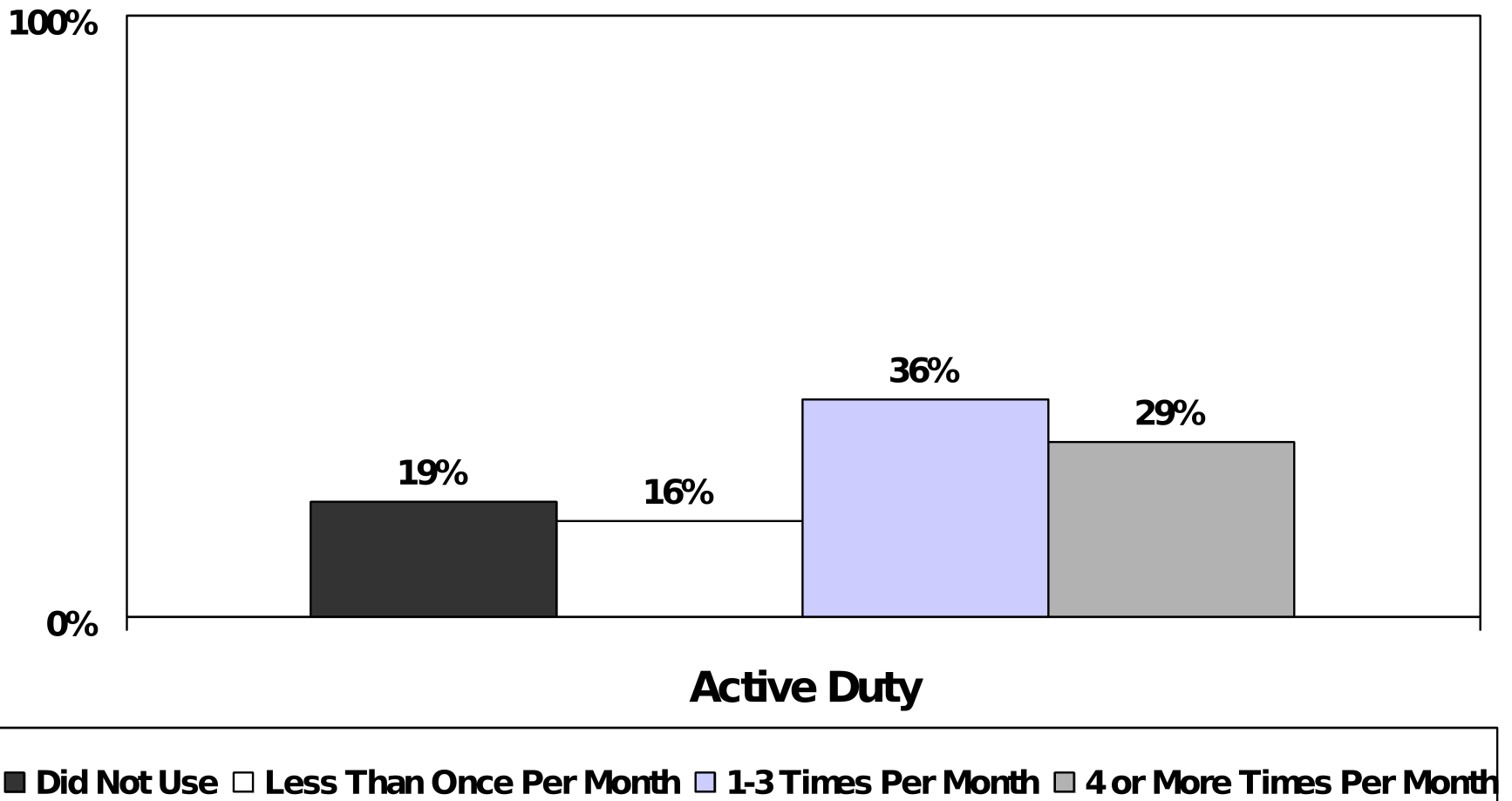
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Area I - Dongducheon



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Area I - Dongducheon



CAREER INTENTIONS: ACTIVE DUTY

Area I - Dongducheon

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	8%
Probably will not make military a career	8%
Undecided	34%
Probably will make military a career	17%
Definitely will make military a career	33%

NEXT STEPS

Area I - Dongducheon

▢ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▢ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)